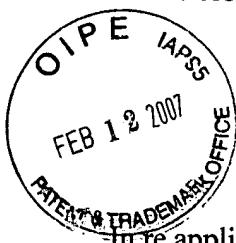


1 FW  
2623



**UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH**

In re application of: ) Examiner: Bui, Kieu Oanh T.  
Yeong-Taeg Kim )  
For: Method and apparatus for advanced interactive )  
services for digital television and video service )  
networks and receivers )  
Application No.: 09/749,128 )  
Filed: December 27, 2000 )  
\_\_\_\_\_  
Group Art Unit: 2623 )

**OFFICIAL LETTER AND INTERVIEW SUMMARY**

MS Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir/Madam:

Applicant wishes to thank the Examiner for courtesies shown during the telephone interview of January 11, 2007 with the undersigned attorney. The following is a summary of the points discussed in the interview. During the interview, the Applicant and the Examiner discussed the differences between the limitations of the independent claims, and the cited references. It was discussed that Hendricks does not disclose selection means for allowing the end user to select between the at least one regular program and the at least one Background Commercial (BS) for display on the presentation unit, as claimed herein. In Hendricks, the commercial advertisements are selected by the system based on the information gathered on the

type of regular television program a user watches, and the system selected commercial advertisements are then sent to the set top terminal. Further, it was discussed that unlike Hendricks, the return channel in the claimed invention is configured to communicate Commercial Viewing Data from the receiver to a digital service operator. In Hendricks, the set top terminal 220 does not communicate commercial viewing data to the controller 214. Rather, in Hendricks, regular television programming viewing data is sent back to the controller 214 by the terminal 220. As such, there is no commercial viewing data gathered by the set top terminal 220 to be sent back to the controller 214 since the user cannot select commercials. In Hendricks, regular television programming viewing data is sent back to the controller 214 by the terminal 220 because the user can select which regular television program to watch. It was further discussed that Ellis does not disclose such limitations. The Examiner disagreed.

Applicant asked the Examiner to clarify her position and reasons for disagreement further in the Advisory Action to be sent out.

**CONCLUSION**

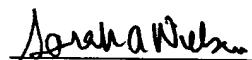
Applicant would like to thank Examiner Bui granting the telephone interview. The Examiner is invited to telephone the undersigned attorney if any open issues remain with respect to the telephone interview.

Please charge any additional fees or credit any overpayment to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS Amendment Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on: February 6, 2007.

By: Sarah A. Nielsen



Signature

Respectfully submitted,

  
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